



# The first Danish publicly reimbursed cognitive service in community pharmacies – why and how did it become reality ?

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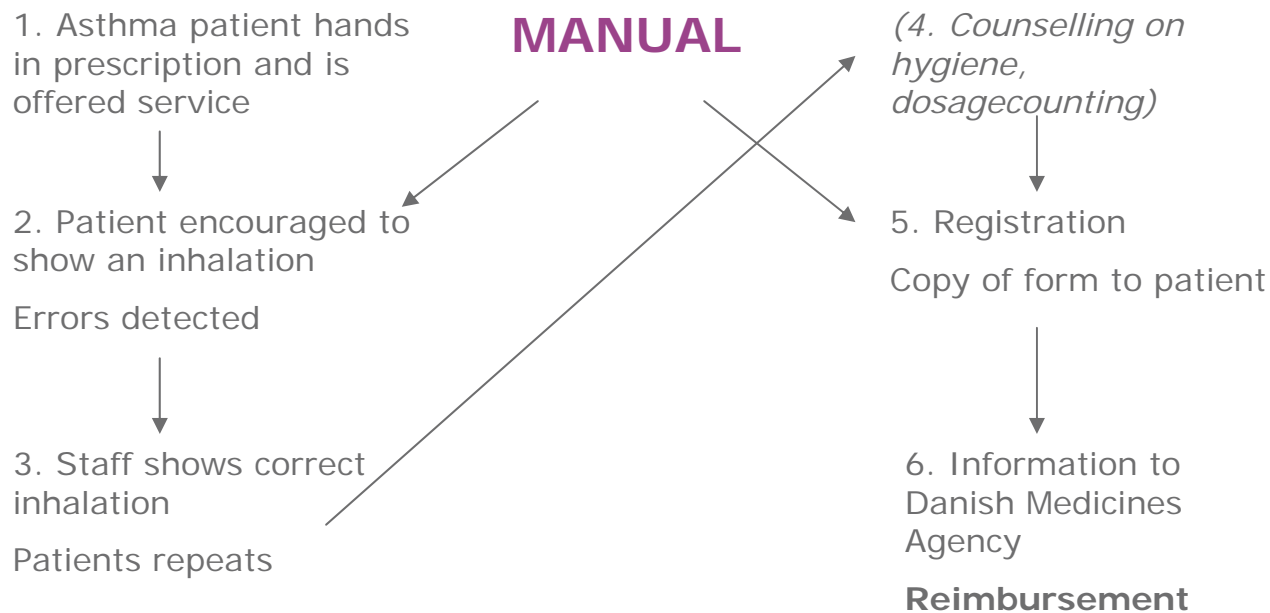
## Outline:

- o Introduction to: "Check the inhalation"
- o Description of aim of ph.d. study
- o Methods, results and conclusions of sub-study 1:  
"The first Danish publicly reimbursed cognitive service in community pharmacies on a national scale – why and how did it become reality ?"



# "Check the inhalation"

**SIGNED IN 2004, START APRIL 2005 – CHECK OF ASTHMA PATIENTS  
INHALER TECHNIQUE – BOTH PHARMACISTS and TECHNICIANS, NO TRAINING**



# Ph.d. project: Evaluation of publicly reimbursed cognitive services – based on the case of "Check the inhalation"

- o Research group: model on monitoring and evaluating future services – rational pharmacotherapy
- o Ph.d.: to gain knowledge from "Check the inhalation" to develop model: 3 parts:
  - o 1: why and how did it happen ?
  - o 2: description of how the service is organised, implemented, performed
  - o 3: qualitative analysis



# "Check the inhalation": why and how did it happen ?

Methods:

1. Literature search
2. Reconstruction of political events leading to "Check the Inhalation"
3. Discussion of political events: Article series by *Janine Morgall Traulsen* and *Anna Birna Almarsdottir*:  
current international trends, debates and concepts in  
pharmaceutical policy

# Events

## leading to

### "Check the inhalation"

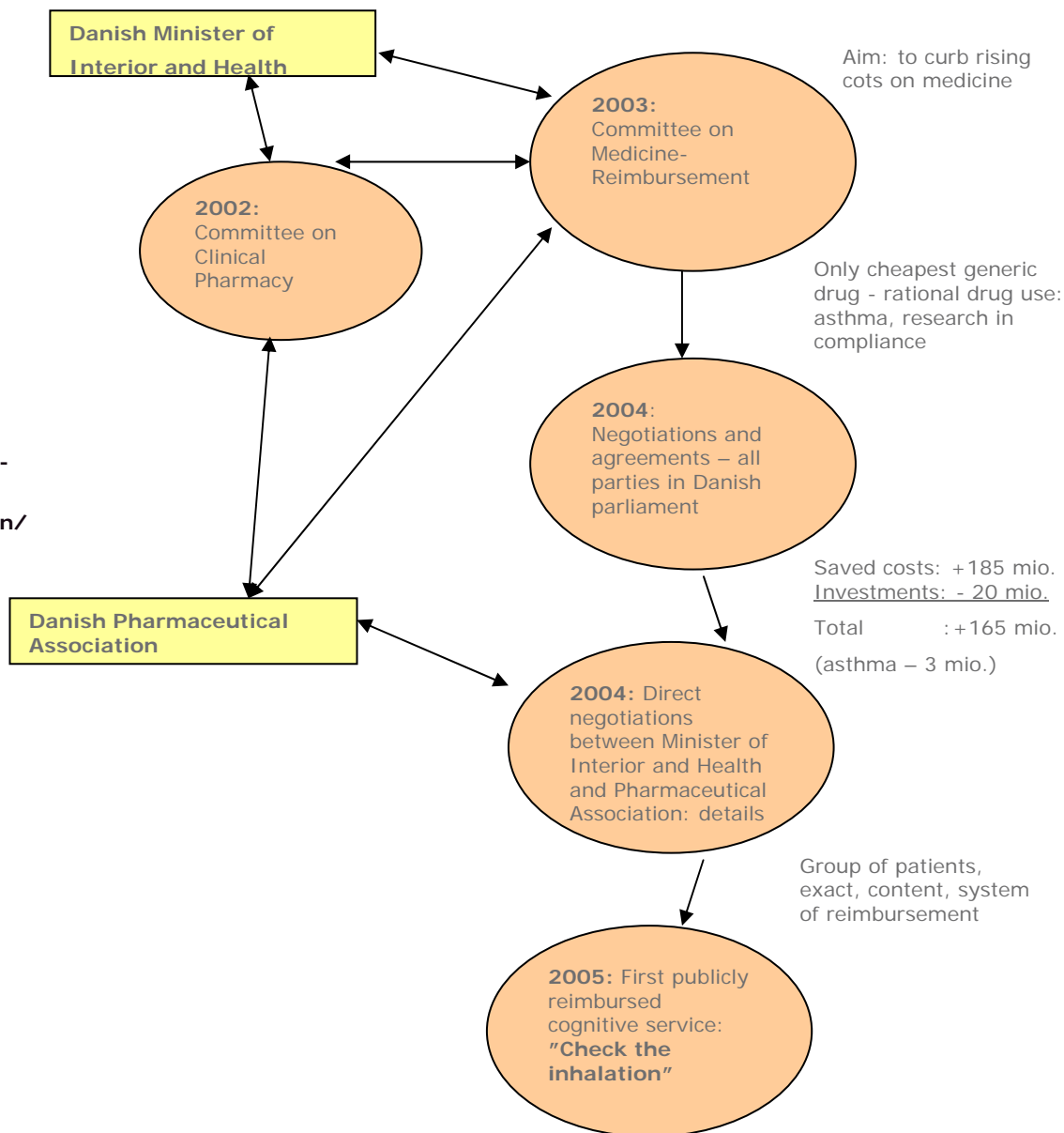
#### Law of 2001:

Liberalisation of OTC-medicine

Right to ill-prevention/  
health-promotion

## Role of:

- o Danish Minister of Interior and Health
- o Danish Pharm. Association
- o Committee on Clinical Pharmacy
- o Committee on Medicine Reimbursement



# Conclusions

## Politicians:

cost containment: main strategy: economic tools – changes in reimbursement system

*however*

recent clear acknowledgment of community pharmacies as part of the primary health care system

beginning recognition of the potential of clinical pharmacy

→ ready for *cautious* investments in cognitive services in community pharmacies

*however it doesn't come by it-self*

## Danish Pharmaceutical Association:

third party payment necessary to secure permanent provision of cognitive services

survival strategy under ever changing settings

→ trying to obtain public reimbursement of cognitive services

→ "CHECK THE INHALATION"